

## **Marketing and Communications**

### **Library Assistant Level 4/KPLSP**

**FTE 0.5**

**Position Summary:** Responsible for providing support for the Marketing and Communications department under the direct supervision of the Marketing and Communications Manager. Duties to include coordination of public information boards and displays, maintain and inventory MAC supplies in addition to technical and administrative assignments which support the work of the department.

#### **Duties and Responsibilities**

1. Provides oversight of KPL Social Media platforms and campaigns
2. Coordinates the placement and distribution of materials for the public information displays throughout the system; handles requests from the public for postings materials and ensures proper timing of all internal and external postings.
3. Maintains communication with branch library leads and service requests for MAC materials for monthly shipments, including printed materials, supplies, printed surveys and job postings and more.
4. Coordinates digital signage highlighting library events at all branches.
5. Oversees intern entry of KPL programs/events on external calendars (i.e. Arts Council, DKL, City of Kalamazoo, WMUK, etc.) online calendars.
6. Inventories and maintains MAC supplies; ensures proper organization of the MAC storage area.
7. Maintains staff photo and profile pages.
8. Updates job postings on KPL website via CMS (Content Management System)
9. Maintains archives of department materials.
10. Edits and uploads photos to website and social media sites.
11. Provides indirect supervision of MAC interns in the absence of the MAC manager.
12. Acts as a backup for library switchboard duties.
13. Provides proofing and editing assistance on MAC materials (printed, electronic) as assigned.
14. Participates in departmental meetings, library-wide committees, and training opportunities.
15. Performs and other duties as assigned.

#### **Minimum Qualifications**

- Demonstrated proficiency in social media platforms including: Facebook, Twitter, Instagram, Tumblr, YouTube and Flickr.
- Previous experience in public relations, sales/marketing support, customer service or related area.
- Demonstrated proficiency in Microsoft Word, Excel, Access and Outlook programs with general knowledge of electronic file management.
- Demonstrated proficiency in photo editing and resizing utilizing Adobe Photoshop.
- Demonstrated evidence of strong organizational ability.

#### **Desirable Qualifications**

- Previous library experience.
- Previous experience utilizing a content management system.

#### **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is frequently required to reach with hands and arms, stand, walk, sit, use hands to finger, grasp, handle, feel or operate objects, tools, or controls, talk and hear. Hand-eye coordination

- necessary to operate computers and various office equipment. The employee is occasionally required to climb, balance, stoop and crouch.
- The employee must occasionally lift and move up to 60 lbs. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
  - Work environment: 95-100% of work is performed within an office environment.

**Schedule**

20 hours weekly; Monday- Friday 8:00 am – 12:00 pm with some flexibility.

**Salary**

\$16,828 annually - Entry level; pro-rated health insurance; fully paid dental, vision, and life insurance; fully paid retirement; paid vacation, sick leave, and holidays.

A current application, cover letter and resume are required and should be sent to the attention of Terry New, Human Resources Manager at 315. S. Rose St. Kalamazoo, MI 49007 or [jobs@kpl.gov](mailto:jobs@kpl.gov). Applications are available in the Administrative Office or on our website at [www.kpl.gov/jobs](http://www.kpl.gov/jobs).

**Deadline for applications Friday, October 31<sup>st</sup> at 5:00 pm.**